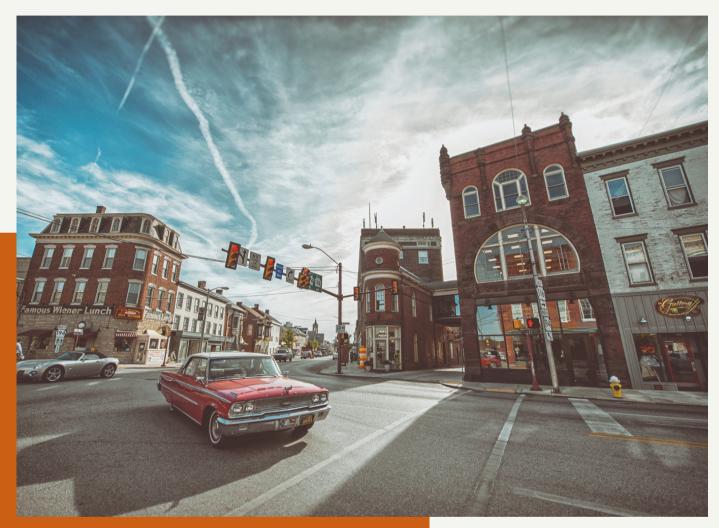
ANNUAL REPORT 2021 - 2022



Shop local. Support local. Jove local.





MAIN HANDVER STREET HANDVER

40 York Street Hanover, PA 17331 717.637.6130 mainstreethanover.org



STAFF

Justine Trucksess Executive Director

Noël Soisson Marketing, Events & Development Coordinator



2021-2022 BOARD OF DIRECTORS

Gary Laird, Chairperson* Hanover Area Chamber of Commerce

Daniel Frey, Esq., Vice Chairperson Barley Snyder

Nikki Hoffman, Treasurer Stambaugh Ness

Kevin Gulden, Secretary* *Utz Quality Foods*

Casi Murren Director, Utz Quality Foods

Donna Muller* Director, UPMC Hanover

Drew Derreth* Director, Hanover Valley Presbyterian Church

Jess Kelley Director, Campbell's Snacks

Mindy Crawford Director, Preservation PA

*term ends in September 2022

OUR STORY SO FAR

What is Main Street Hanover!

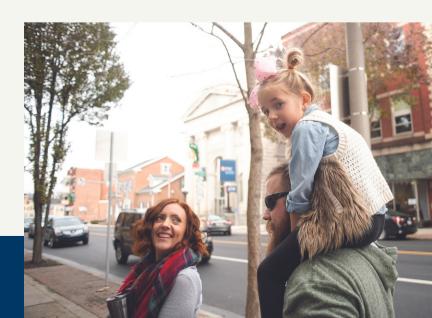
OUR HISTORY:

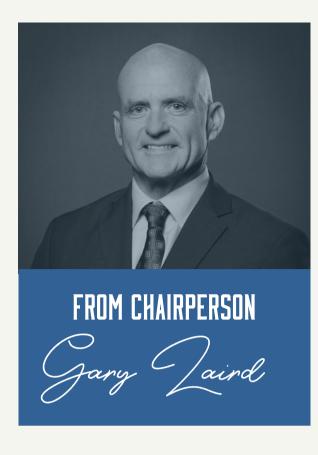
Main Street Hanover (MSH) launched in January 2013, a collaborative effort between Hanover Borough, Hanover Area Chamber of Commerce, Partnership for Economic Development of York County, and York County Economic Alliance. Following the Main Street Four Point Approach© of Organization, Design, Economic Restructuring and Promotion, the community has embraced the revitalization movement.

Main Street Hanover applied for and received 501c3 status in October of 2018, thus launching a new chapter for the effort. Now a stand-alone nonprofit organization locally run by an appointed board of 11 community leaders, we can maintain our partnerships while focusing on expanding our impact. We are excited about the growth and future of the downtown and our organization.

OUR MISSION:

The mission of Main Street Hanover is to expand the economic capacity of downtown Hanover, thus improving the business environment, enhancing the quality of place, and increasing community synergy.





As another fiscal year ends for Main Street Hanover, it is appropriate to look back at the accomplishments of the past year and the momentum established since MSH was founded in 2013.

What started as a committee of the Hanover Area Chamber of Commerce, MSH has evolved into an organization that has had a major impact on the growth and development of our downtown. Our successes are deeply rooted in key community partnerships with the Borough of Hanover, local businesses, community organizations and many volunteers. Since its inception, MSH has drawn \$1.6 million dollars in grant funds, hosted many signature events to draw people into downtown, and facilitated many noteworthy projects. Most importantly, MSH supports property redevelopment in downtown, which is a revenue generator for downtown business owners, increases the tax base through enhanced property values, and has drawn a residential population with disposable income, "walkable wallets," to downtown. It has been incredibly rewarding to be a part of this experience and I especially want to thank the MSH staff and the many community partners who have contributed to our success.

MSH has an incredibly bright future ahead! Let's enjoy the renaissance!

Gary Laird MSH Board Chairman (outgoing September 2022)







FROM EXECUTIVE DIRECTOR

Justine Trucksess

We are thrilled to be sharing the Main Street Hanover annual report with the community. As you read through the following information, I hope you are as energized as we are looking ahead to the future of the downtown community.

You'll notice the past fiscal year was full of movement for our organization. Physically moving to York Street to our beautiful new office. Being a part of the movement to equitably rebuild our small business communities as we continually recover from COVID changes as a York cohort member in the Federal Reserve's Reinventing Our Communities (ROC). Moving our efforts to more closely focus on financial sustainability in the work we do.

We also said goodbye to longtime staff member Lauren Gorbey, and welcomed Noël Soisson as our Marketing, Events & Development Coordinator. Transition can be challenging, but within it we find growth. Our organization would not be what it is without our dedicated volunteers. In this report, we feature our volunteer Townie Award winner, recognize our board members and outgoing chairperson, and share the number of hours given by our volunteers over the last year. Their dedication to the organization ensures our ability to continue the local mission for revitalization, only achievable by working collaboratively together.

Main Street Hanover works hard every year to shine a bright spotlight on the small business community in downtown Hanover, through efforts in supporting local shopping with engaging events, tourism of historic assets, and regional collaborations. This year is no different. In our report we hope you'll learn more about our Heart of Hanover Trails that have launched this year to engage in the heritage tourism of the region, telling local stories. We also share information about our Trail Towns program in partnership with the YCEA and our events held locally bringing in over 5,000 people to partake in the downtown celebrations throughout the fiscal year.

We encourage you to continue loving local by learning more about our organization's efforts supporting the downtown community thrive. The outlook is exciting looking towards the future as we strategically think about our work in downtown. We hope you will continue to support our vital work in uplifting the downtown.

Justo Mun

Justine Trucksess Executive Director



REVITALIZING DOWNTOWN

Mhat do we do





HISTORY. Culture. FUN.

ADVOCACY

Main Street Hanover acts as a liaison and advocate for the downtown community. In addition to our beautification efforts, we work closely with the Borough of Hanover to help improve parking and signage. We also facilitate façade grants, ribbon cutting ceremonies, and other small business improvements.

OUTREACH & SUPPORT

This past year we were honored to welcome Congressman Smucker and several other honored guests downtown to highlight all that happens, while seeing how they can support the local community. In addition, our recently launched Heart of Hanover Trails walking tour encourages tourism efforts in the area. Details about news and events in downtown are posted on Main Street Hanover's social media accounts and e-newsletters.

SIGNATURE EVENTS

Main Street Hanover hosts many signature events throughout the year as a way to fundraise for the organization, while engaging the Hanover community. These events also encourage foot traffic into downtown businesses. Favorite events this past year include, the bi-annual Sip & Stroll events, the YoCo Taco Tour, a Wellness Crawl, Christmas Window Wars, and the 85th Anniversary of Christmas in Hanover.

MAKING AN IMPACT DOWNTOWN

hop local. Support local.

\$25,000

in façade grant money awarded to local downtown businesses

free downtown events or activities offered to the local Hanover community

downtown businesses who

participated in Main Street Hanover events this year



new businesses opened their doors in the downtown district

OUR PARTNERSHIP WITH THE BOROUGH OF HANOVER

Main Street Hanover receives generous support from the Borough of Hanover.

For the past five years, Main Street Hanover has generated revenue for the Borough that exceeds the support provided annually through advocacy for new businesses, grants, signature events, beautification efforts and other programming.



\$200.000

(\$40,000/year for the past five years)

\$1,700,000

return on investment = \$1 = \$8.50

> For every dollar spent on Main Street Hanover over the past five years, the Borough of Hanover has seen an \$8.50 return in investment in economic development activity.

PHILANTROPIC GIVING

As a non-profit organization, Main Street Hanover is extremely grateful for the support and funding received by local donors, businesses, and other organizations. Your generosity ensures that we can continue to revitalize downtown Hanover.

Donors & Sponsors:

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Blessing Restaurant Blue Bird Tattoo Studio Clarks Bostonian Club 2000 Health & Fitness Center CoCo's Bridal Divino Pizzeria Eden Gift Co. Fat Bat Brewing Co. Furs by Susan Guthrie Memorial Library Hanover Area Art Guild Hanover Area Chamber of Commerce Heirloom 23 Ikigai Coffee Infused Naturals Just Wellness Keith Smith Concrete Let's Play: Games and Hobbies Levity Salon Life in Balance Yoga / LIBY Healing Therapies McAllister's on York Merlin's Coffee Pressell's Florist Rock Bottom Climbing **Rock Paper Scissors Salon** Sign of the Horse Something Wicked Brewing Co. **Texas Hot Weiner** The Succulent Hippie The Cake Bar The Circle Hanover The Gallery Tattoo The Hotel Hanover The Sea Gypsy Warehouse Gourmet Bistro & Brewpub Winding Willow Studio Zeichen des Pferdes

> This Annual Report lists donors from July 1, 2021 and June 30, 2022. In compiling our lists of contributors, we have attempted to be as accurate as possible. If your name has been omitted or listed incorrectly, please let us know and accept our very sincere apologies.



Our volunteer community is the heartbeat of Main Street Hanover. Without their help, many of our annual events and programming would not be possible. This is especially true during the Christmas season.

Christmas in Hanover is a decades old tradition that both locals and tourists alike can enjoy. Everything from Santa's Cabin to the tree lighting ceremony, and so much more is made possible thanks to the volunteers who make up the Hanover Christmas Committee. This group truly brings the spirit of the season downtown!

One particular Christmas elf from the committee, Andrea Goodson, was recognized this year at the Pennsylvania Downtown Center's 2022 Townie Awards in the Volunteer of the Year category.

For Andrea, knowing she can make a difference is what drives her as a volunteer. "Many times it's a small difference, but it adds up to those needing help", she says.

Along with Andrea, Hanover was honored at the Townies through Jordan Ilyes for his McAllister Hotel Redevelopment, which was selected as an award winner in the Anchor Building category.

The Townie Awards recognize Pennsylvania's communities and individuals who demonstrate and further their mission to revitalize Main Street and Elm Street programs. This state-wide award is highly competitive, as it represents over 200 communities. Congrats to our local Hanover winners!



" Volunteers are the

answer in getting things

accomplished. "

-Andrea Goodson



CELEBRATING HANOVER'S HISTORY

Heart of Hanover Trails

This summer Main Street Hanover hosted an official ribbon cutting ceremony in honor of the launch for the new Heart of Hanover Trails historic markers. An interactive map with more marker information and walking itineraries will be available on the Main Street Hanover website in late 2022.

The Battle of Hanover, was fought on June 30, 1863, as a part of the Gettysburg Campaign during the Civil War. The markers placed around downtown Hanover help bring Hanover's history to life.

This year's ceremony took place at the Guthrie Memorial Library, which is the location of three trail stops on the Heart of Hanover Walking Trail. The trail consists of 20 historic markers around Hanover that tell the stories of our community.

Heart of Hanover Trail is presented by Main Street Hanover, Inc. with support from local historians, writers, the Guthrie Memorial Public Library, Civil War Trails, the Hanover Area Historical Society, as well as a partnership with Explore York.



HEART OF HANDVER TRAILS 🖈







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Borough of Hanover Civil War Trails Explore York Hanover Area Chamber of Commerce Main Street America Pennsylvania Downtown Center York County Economic Alliance







Main Street Hanover

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